

# Analysis Of Understanding Green Packaging And Eco Label Bottle Packaging On Green Behavior Of Employees In The Food & Beverage Department Of The Apurva Kempinski Bali

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**Abstract:** The tourism industry on the island of Bali is increasing day by day, especially in the accommodation sector, namely hotels every day, hotels of course produce operational waste such as plastic waste, especially packaging bottles that are left unchecked will affect the surrounding environmental conditions. To deal with this, awareness about green behavior is needed starting from employees at hotels. This research was conducted in March – July 2022 using the results of questionnaires that have been distributed as primary data, literature study as secondary data, and variables based on credible journals and conclusions. From the results of the study, it was found that the level of understanding of green packaging and eco label packaging bottles had a fairly good effect simultaneously and also had a partial effect on employees' environmentally friendly behavior as evidenced by the results of the questionnaire processed at the Food & Beverage Department, The Apurva Kempinski Bali, starting from the Green Packaging aspect and also eco labeling affects the level of awareness of employees' green behavior aspects, namely recycling and reuse. take care of the surrounding environment. So The Apurva Kempinski Bali will always be a big part in preserving the environment.

**Keywords:** Green Packaging, Eco Label, Green Behavior

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## Introduction

The Indonesian tourism sector is the government's mainstay sector in an effort to increase the country's foreign exchange. The tourism sector includes various empowerment efforts, tourism businesses, tourist objects and attractions as well as various activities and types of tourism businesses. Tourism itself is supported by foreign tourist visits, this can be seen from the increasing growth in the number of tourist visits, in line with the increasing trend of international tourism. This certainly provides evidence that Indonesian tourism is one of the prima donna destinations, and provides fresh air for actors in the tourism industry. The island of Bali is one of the tourism destinations in Indonesia which is not only known for the diversity and beauty of tourist attractions and also its natural beauty, but there is also cultural diversity in it. The high number of tourists who come to Bali attracts many local and foreign investors to invest their funds in Bali. Hospitality is one of the service industries that play an important role in the success of the world of tourism. According to Dian Marlina Verawati, (2019) After income from room occupancy, in general, the second largest income in a hotel is obtained from the food and beverage department, such as restaurants, cafes, pubs, bars, and other culinary businesses managed by the hotel management themselves.

In the last few decades, the environmental crisis caused by the tourism industry sector, especially hotels, has become one of the major issues in Indonesia. One of them comes from plastic waste resulting from Food & Beverage operations inside the hotel. Especially at The Apurva Kempinski Bali hotel which has 8 Food & Beverage outlets in it, of course, it will produce a lot of industrial waste which if left alone will have a huge impact on nature damage. To reduce this impact, awareness about Green Behavior is needed by all hotel parties, especially employees at The Apurva Kempinski hotel, especially in the food & beverage department. Green packaging or what can be called green packaging is product packaging that does not damage the environment or nature and contributes to environmental sustainable development. Along with the rise and other issues regarding environmental pollution. Especially in the case of single - use bottles because it will pollute the environment. Green Packaging is a packaging concept made of materials that do not harm the environment and can be recycled according to Priambudi & Deliana, (2021). Green packaging will be interconnected with eco labels in an effort to recycle, reduce and reuse for each packaging bottle that has become waste in order to reduce packaging bottle waste.

Sudjana, (2012) argue that understanding is a person's ability to understand or understand something after something is known or remembered. According to Riyanto et al., (2018) Eco label is defined as a tool that facilitates consumers in making decisions, especially when choosing environmentally friendly products. According to Thogersen et al., (2012) concluded that the better informed consumers are about eco-labels, the more confident they are about sustainability, and there is a high probability that they will pay attention to and understand the new eco-labels better. Packaged bottles are of course produced from every production in food and beverage

operations such as in the Beverage section, such as juice bottles, mineral water and also from glass bottles that can still be reused rather than wasted as waste. On each bottle, of course, there is an eco label written on it that informs what material the bottle is made of and whether it can be recycled, especially at The Apurva Kempinski Bali. Where the role of employees is very influential in understanding waste sorting from the operational results of each food & beverage outlet. According to Viviers et al., (2019) defines green behavior as actions that are beneficial to the environment in various fields including energy efficiency, waste reduction, water efficiency, green transportation substitution, green alternative marketing, recycling, reuse, purchase of environmentally friendly products and contribute financially to projects aimed at preserving the environment. Utami Putri & Nikawanti, (2017) explained that Green Behavior is human behavior in protecting and maintaining the environment in their immediate environment. Therefore, an understanding of green behavior and eco labels is needed, from the level of employee understanding about what green packaging and eco labels are, it will also be seen whether their influence is significant or not. According to I Gusti Bagus (2016) a hotel is an accommodation business by providing lodging services, food, beverages, and other facilities, which are managed professionally in order to gain profits. Hotels are not only a place to stay, but also provide facilities to enjoy eating, drinking, and other services that are managed professionally according to Herlina & Muliani, (2020). By specifically in the hotel industry, food and beverage is part or department responsible for food service needs and drinks of guests, both staying and non-stayers who managed commercially and professionally according to Mertayasa (2012). Based on the description above, the researcher wants to analyze the level of employee understanding of Green Packaging and Eco labels on packaged bottles and also their effect on green behavior at The Apurva Kempinski Bali hotel. From this research, the researcher wants to know the employees' understanding of Green Packaging and Eco Label on bottled packaging and what effect it has on Green Behavior. Therefore, the researcher is interested in conducting a study with the title "ANALYSIS OF UNDERSTANDING GREEN PACKAGING AND ECO LABEL BOTTLE PACKING ON THE GREEN BEHAVIOR OF EMPLOYEES IN THE FOOD & BEVERAGE DEPARTMENT OF THE APURVA KEMPINSKI BALI".

## Method

This research is located at The Apurva Kempinski Bali which is located in the Nusa Dua area, South Kuta to be precise on Jl. Raya Nusa Dua Selatan, Benoa, District. South Kuta, Badung Regency, Bali. The independent variables contained in this study are Green Packaging and Eco Label, while the dependent variable in this study is the Green Behavior of Employees (Y). There are two types of data used in this study, namely qualitative data and quantitative data. The source of data in this study is primary data (data collected directly from the source, recorded and observed for the first time by researchers such as data from questionnaires given directly to employees at the Food and Beverage Department, especially in the field of Waiter, Waitress, Bar and Cold Kitchen) and secondary data (data and information on books, journals, documents, literature reviews relevant to the research topic). The population in this study amounted to 250 employees from 8 food and beverage department outlets. The sampling technique used was proportionate stratified random sampling, in order to obtain 64 samples representing the population. Data collection methods are observation and questionnaires. The instrument test on the questionnaire was carried out using validity and reliability tests. The analysis used in this study includes descriptive statistics, classical assumption test (normality test, multicollinearity test, heteroscedasticity test, and linearity test), multiple linear regression analysis, coefficient of determination analysis, t test, and F test.

## Result and Discussion

### Result

**Table 1.** Validity Test Results

Statement	r count	r table	Description
<b>Green Packaging (X<sub>1</sub>)</b>			
X1.1	0.846	0.2423	Valid
X1.2	0.832	0.2423	Valid
X1.3	0.827	0.2423	Valid
X1.4	0.852	0.2423	Valid
X1.5	0.684	0.2423	Valid
X1.6	0.760	0.2423	Valid
<b>Eco Label (X<sub>2</sub>)</b>			
X2.1	0.829	0.2423	Valid
X2.2	0.842	0.2423	Valid
X2.3	0.873	0.2423	Valid
X2.4	0.870	0.2423	Valid
X2.5	0.859	0.2423	Valid

X2.6	0.838	0.2423	Valid
X2.7	0.917	0.2423	Valid
X2.8	0.873	0.2423	Valid
X2.9	0.819	0.2423	Valid
X2.10	0.853	0.2423	Valid
X2.11	0.866	0.2423	Valid
X2.12	0.807	0.2423	Valid
<b>Green Behaviour of Employees (Y)</b>			
Y1	0.803	0.2423	
Y2	0.662	0.2423	Valid
Y3	0.928	0.2423	Valid
Y4	0.928	0.2423	Valid
Y5	0.486	0.2423	Valid
Y6	0.766	0.2423	Valid

(Source: Processed Data, 2022)

Based on Table 1, the instruments in each variable in this study have a total score of above 0.2423, so it can be concluded that all items in this research instrument are valid or can be declared worthy of use as a measuring instrument.

**Table 2.** Reliability Test Results

Statement	Cronbach's Alpha	Provision	Description
<b>Green Packaging (X<sub>1</sub>)</b>			
X1.1	0.857	0.60	Reliabel
X1.2	0.861	0.60	Reliabel
X1.3	0.864	0.60	Reliabel
X1.4	0.856	0.60	Reliabel
X1.5	0.889	0.60	Reliabel
X1.6	0.879	0.60	Reliabel
<b>Eco Label (X<sub>2</sub>)</b>			
X2.1	0.964	0.60	Reliabel
X2.2	0.964	0.60	Reliabel
X2.3	0.963	0.60	Reliabel
X2.4	0.963	0.60	Reliabel
X2.5	0.963	0.60	Reliabel
X2.6	0.964	0.60	Reliabel
X2.7	0.961	0.60	Reliabel
X2.8	0.963	0.60	Reliabel
X2.9	0.964	0.60	Reliabel
X2.10	0.963	0.60	Reliabel
X2.11	0.963	0.60	Reliabel
X2.12	0.964	0.60	Reliabel
<b>Green Behaviour of Employees (Y)</b>			
Y1	0.817	0.60	
Y2	0.848	0.60	Reliabel
Y3	0.779	0.60	Reliabel
Y4	0.779	0.60	Reliabel
Y5	0.879	0.60	Reliabel
Y6	0.864	0.60	Reliabel

(Source: Processed Data, 2022)

Table 2 shows the Cronbach's alpha value of each variable is greater than 0.6 so that the data from the questionnaire is declared reliable for use in further analysis.

**Table 3.** Normality Test Results

N	Test Statistic	Asymp. Sig. (2-tailed)
64	0.064	0.200

(Source: Processed Data, 2022)

Based on Table 3, the data is normally distributed if it has a significance value of 0.05. The results of the normality test in Table 7 show that the number of samples in this study amounted to 64 respondents, the Kolmogorov-Smirnov (K-S) value was 0.064 and the significance level was  $0.200 > 0.05$ ; so it can be concluded that the data in the regression model has been normally distributed and can be continued for further analysis.

**Table 4.** Multicollinearity Test Results

Variable	Tolerance	VIF
Green Packaging	0.649	1.541
Eco Label	0.649	1.541

(Source: Processed Data, 2022)

Based on Table 4, it can be shown that the tolerance value for the two independent variables is greater than 0.1 while the VIF value is less than 10. So it can be stated that the test model did not detect multicollinearity cases or it can be said that there is no multicollinearity.

**Table 5.** Heteroscedasticity Test Results

Variable	Signifikansi
Green Packaging	0.684
Eco Label	0.744

(Source: Processed Data, 2022)

Based on Table 5, it can be shown that the two independent variables have no significant effect on the value of the dependent variable (absolute ei). This is indicated by a significance value greater than 10 percent alpha. So it can be stated that the test model is free from heteroscedasticity cases or it can be said that there is no heteroscedasticity.

**Table 6.** Linearity Test Results

Variable	Significance of Deviation from Linearity
Green Packaging	0.741
Eco Label	0.705

(Source: Processed Data, 2022)

Based on Table 6, it can be shown that the results of the linearity test are known to be the value of Sig. Deviation from linearity is  $0.705 > 0.10$ , it can be concluded that there is a linear relationship between Green Behavior of Employees with Green Packaging and Eco Label.

**Table 7.** t test results

Variable	t count	Significance	t table
Green Packaging	7.752	0.000	2.389
Eco Label	4.673	0.000	2.389

(Source: Processed Data, 2022)

Based on Table 7, it can be shown that the tcount of green packaging is 7.752 which is greater than the ttable of 2.389 with a sig value of  $0.000 < (0.05)$ , so  $H_0$  is rejected. This means that the Green Packaging variable has a significant positive effect partially on the employee's Green Behavior variable. Based on Table 7, it can be shown that the eco label tcount of 4.673 is greater than ttable of 2.389 with a sig value of  $0.000 < (0.05)$  then  $H_0$  is rejected. This means that the Eco Label variable has a significant positive effect partially on the Green Behavior Employees variables.

**Table 8.** F test results

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.036.396	2	518.198	96.195	0.000 <sup>b</sup>
	Residual	328.604	61	5.387		
	Total	1.365.000	63			

(Source: Processed Data, 2022)

Based on Table 8, it can be seen that Fcount of 96.195 is greater than Ftable of 3.15, so H0 is rejected. This means that the Green Packaging and Eco Label variables simultaneously have a significant positive effect on the employee's Green Behavior variable.

**Table 9.** Multiple Linear Regression Test Results

		<b>Coefficients<sup>a</sup></b>					
		Unstandardized Coefficients			Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.	
1	(Constant)	2.807	1.287		2.181	1.033	
	Green Packaging	0.563	0.073	0.605	7.752	0.000	
	Eco Label	0.158	0.034	0.364	4.673	0.000	
R = 0.871							
R <sup>2</sup> = 0.759							
F hitung = 96.195							
Sig F hitung = 0.000							

(Source: Processed Data, 2022)

Based on Table 9, the following regression equation is obtained:

$$Y = 2.807 + 0.563X_1 + 0.158X_2 + e \quad (1)$$

Based on the values of a, b 1, and b 2, it is obtained the equation of the multiple linear regression line between Green Packaging and Eco Label on Green Behavior Employees provide information that:

- a = 2.807 means that if there is no attention to Green Packaging, Eco Label, then the employee's Green Behavior score is an average of 2.807.
- b<sub>1</sub> = 0.563 means that if the Eco Label (X<sub>2</sub>) is considered constant, the increase in the Green Packaging score (X<sub>1</sub>) by one unit will be followed by an increase in the Green Behavior (Y) score of employees by an average of 0.563.
- b<sub>2</sub> = 0.158 means that if Green Packaging (X<sub>1</sub>) is considered constant, the increase in Eco Label (X<sub>2</sub>) by one unit will be followed by an increase in the Green Behavior (Y) score of employees by an average of 0.158.

**Table 10.** Coefficient of Determination (R<sup>2</sup>)

<b>Model Summary<sup>b</sup></b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.871 <sup>a</sup>	.759	.751	2.32098

(Source: Processed Data, 2022)

Based on Table 10, the adjusted R square is 0.751 (Appendix 6). This shows that 75.1% of the variation in the employee's Green Behavior variable can be explained by the Green Packaging and Eco Label variables, while the remaining 24.9% is explained by other variables not included in this study.

## Discussion

Green packaging is a packaging concept made from materials that do not harm the environment and can be recycled. Green packaging can be measured by the following indicators; packaging is recyclable, packaging is reusable and packaging is made from recycled materials. Meanwhile, the Eco Label is a tool that facilitates consumers in making decisions, especially when choosing environmentally friendly products. Eco Label is a label or sign or logo on a product based on the fulfillment of a set of criteria for environmentally friendly products. Eco Label is measured by several indicators based on the types of eco label, namely; Polyethylene terephthalate (PET or PETE1), Mobius Loop, Recyclable Aluminum (ALU) and Green Dot.

### Level of Employee Understanding About Green Packaging and Eco Label

Based on the test results using descriptive statistics, it was found that the level of understanding of employees about green packaging was quite high because the data obtained from the questionnaire showed three indicators of green packaging showing a fairly understanding category and an understanding category. As for the eco label on the indicator which is a type of eco label, it shows a fairly understanding category. so the results of this level of understanding are also influenced by the level of employees ranging from staff, daily workers and, training who have different levels of understanding with different ages from each indicator from the results of the level of understanding so it can be said that the level of understanding of the Apurva Kempinski employees in particular in the

food and beverage department, green packaging and eco labels are quite high.

### **The Effect of Green Packaging and Eco Label on the Green Behavior of Employees at The Apurva Kempinski Hotel**

Green Packaging has a significant and partially positive effect on the Green Behavior of Food & Beverage employees at The Apurva Kempinski Bali, this can be seen from the statistical calculation with the t-test which shows the t-value of 7.752 > ttable value of 2.389 and the significance value of 0.000 < 0,05. Increased employee understanding of Green Packaging bottles will increase employee awareness to implement green behavior. According to the results of the discussion above, employees of the Apurva Kempinski reused packaged bottles or used juice packaging containers as storage containers for simple syrup used in daily operations, as a place for herbal medicine which was made by the bartender in the deli and stored for operations in bottles or jiregen. used juice and labeled production.

Eco label also has a significant and positive effect partially. on the Green Behavior of Food & Beverage employees at The Apurva Kempinski Bali, this can be seen from the statistical calculation with the t-test which shows the tcount value of 4.673 > ttable value of 2.389 and the significance value of 0.000 < 0.05. Increased understanding of employees about eco label bottle packaging, will increase employee awareness to implement green behavior. .

And from understanding the eco label, employees see that the bottles used are not dangerous to be reused as containers for infused spirit that will be used as raw material for cocktails. So it can be concluded that Green packaging and eco label separately are able to give a significant effect to increase the green behavior of employees. With an understanding of eco label staff, they collect and sort unused juice packaging bottles because there are so many in operation and collect them in the garbage store which will later be sent to the plastic bottle collection point.

Green behavior which is awareness and habits that are poured into the form of behavior to protect and maintain the environment and the surrounding environment. Green packaging and eco labels are constructs of green behavior, green behavior that is relevant to the use of packaging bottles that can be recycled and reused with environmentally friendly materials. Through the results of statistical calculations that have been carried out, the Fcount test is 96.195 which is greater than Ftable, so this test statistically proves that Green Packaging and Eco Label simultaneously or together can have a significant positive effect on Employee Green Behavior in Food & Beverage Department at The Apurva Kempinski Bali. Green Packaging and Eco Label based on the results of the coefficient of determination by looking at the adjusted r square value also shows the number 0.751 or 75.1% which is the magnitude of the influence of Green Packaging and Eco Label on Green Behavior. If employees' understanding of green packaging and eco labels is improved, their green behavior will also increase. According to the results of the discussion, it was proven that the employees of the Apurva Kempinski Bali hotel, especially in the bar section, used used spirit bottles as a spirit-infused container that would be used as raw material for cocktails. And from understanding the eco label, employees see that the bottles used are harmless and can be reused as containers for infused spirit that will be used as raw material for cocktails.

### **Conclusion**

Based on the results of the discussions that have been described, the conclusions obtained are that the level of understanding of employees in Green Packaging and Eco Labels is in a fairly high category, namely the category of moderate understanding and understanding for Green Packaging and the category of moderate understanding for Eco Label from all statements of each indicator. So and also this level of understanding is influenced by the characteristics of the respondents because the respondents come from employees of the food and beverage department of The Apurva Kempinski Bali with different levels of understanding of course because they have different ages and lengths of work.

There is also a positive and significant effect of Green Packaging and Eco Label partially on Green Behavior. It can be seen that t-count for Green Packaging is 7.752 and t-table is 2.389 and t-count for Eco label is 4.673 and t-table is 2.389. From the t-count of the two variables used, the results are greater than t-table. partially significant to the variable. And also there is a positive and significant influence of Green Packaging and Eco Label simultaneously on the spirit of Green Behavior. It can be seen from the Fcount value of 96.195, which is greater than Ftable of 3.15. Green Packaging and Eco Label will continuously create Green Behavior for employees who will help together in realizing waste management in order to reduce the level of environmental pollution due to plastic waste, one of which is packaging bottles.

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